

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 3725.
TO BE ANSWERED ON TUESDAY, THE 11TH AUGUST, 2026.**

ONE DISTRICT ONE PRODUCT

3725. SHRI VISHNU DATT SHARMA:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has assessed the untapped export and tourism-linked economic potential of the Khajuraho Lok Sabha Constituency, including Panna, Chhatarpur and Katni, under the One District One Product (ODOP) and Districts as Export Hubs (DEH) initiatives;
- (b) whether any proposal is under consideration for establishing an Integrated Bundelkhand Heritage Commerce & Export Promotion Centre providing product design, branding, packaging, e-commerce, export facilitation and permanent marketing support for stone carvings, handicrafts, tribal products and tourism souvenirs;
- (c) whether a heritage-tourism value chain integrating local MSMEs, artisans and startups is proposed; and
- (d) if so, the details and timeline thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a):** Under the One District One Product (ODOP) and Districts as Export Hubs (DEH) initiatives, Panna, Chhatarpur and Katni have identified district-specific products and prepared District Export Action Plans.
- (b):** No specific proposal for establishment of an Integrated Bundelkhand Heritage Commerce & Export Promotion Centre for Khajuraho Lok Sabha Constituency is under consideration in the Department. However, support is provided to artisans, MSMEs, startups and producer groups for product design, branding, packaging, quality improvement, e-commerce and export facilitation, and market access through the various capacity-building programmes and workshops for artisans, MSMEs and producer groups.
- (c) & (d):** No specific proposal for creation of a heritage-tourism value chain integrating local MSMEs, artisans and start-ups has been received or is under consideration in the Department. However, the Government promotes the

integration of local MSMEs, artisans, startups and producer groups with tourism and local economic development through various initiatives under ODOP, Geographical Indication (GI) promotion and Districts as Export Hubs (DEH). These interventions aim to leverage the region's unique strengths in tourism, handicrafts, traditional knowledge systems and GI-tagged products to generate sustainable livelihood opportunities and promote balanced regional economic development.
